

Message Text

UNCLASSIFIED

PAGE 01 TAIPEI 03904 010622Z

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W

-----019072 010631Z /20

R 010419Z JUL 77

FM AMEMBASSY TAIPEI

TO USDOC WASHDC

INFO SECSTATE WASHDC 4090

UNCLAS TAIPEI 3904

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: FOLLOW-UP REPORT ON IN-STORE PROMOTION AT
FAR EASTERN DEPARTMENT STORE

REF : TAIPEI 8038 (DEC. 6, 1976)

1. FAR EASTERN ON JUNE 23 SUBMITTED REPORTS IN ACCORDANCE WITH CONTRACT CONDITIONS FOR THE PAYMENT OF THE SECOND AND FINAL INSTALLMENT OF US\$4,000 FOR THE SUBJECT IN-STORE PROMOTION. EMBASSY IS SENDING BY AIRPOUCH FAR EASTERN'S "FOLLOW-UP REPORT ON THE RESULTS OF IN-STORE SALES PROMOTION" AND "DOLLAR VALUE AND MANUFACTURERS OF RECORDERS AFTER IN-STORE PROMOTION". SINCE THE END OF THE PROMOTION IN OCTOBER 1976, FAR EASTERN HAS REORDERED US\$222,098.65 IN CONSUMER PRODUCTS FOR POST-PROMOTION SALE IN ITS ISLAND-WIDE CHAIN OF STORES. FAR EASTERN MANAGEMENT ESTIMATES INCREMENTAL SALES FOR THE YEAR SUBSEQUENT TO THE PROMOTION AT APPROXIMATELY US\$500,000.

2. THE SUCCESS OF THIS PROMOTION OWES MUCH TO FAR EASTERN'S VIGOROUS EFFORTS THROUGHOUT THE ENTIRE EXHIBITION PERIOD. THE PROMOTION ALSO INDICATES THAT THE DEMAND FOR HIGH-QUALITY CONSUMER PRODUCTS IS GROWING AS LIVING STANDARDS CONTINUE TO RISE. THE EMBASSY BELIEVES THAT IN-STORE PROMOTIONS OF U.S. CONSUMER PRODUCTS ARE AN
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TAIPEI 03904 010622Z

EFFECTIVE MEANS OF TAKING ADVANTAGE OF THE OPPORTUNITIES PROVIDED BY THIS GROWING MARKET.
UNGER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 01-Jul-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977TAIPEI03904
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770235-0028
Format: TEL
From: TAIPEI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770796/aaaadfpw.tel
Line Count: 58
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 71e3f071-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 TAIPEI 8038
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 18-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1978825
Secure: OPEN
Status: NATIVE
Subject: FOLLOW-UP REPORT ON IN-STORE PROMOTION AT FAR EASTERN DEPARTMENT STORE
TAGS: BEXP, TW
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/71e3f071-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009